

**IN THE CLAIMS:**

Please amend the Claims as follows:

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**Please cancel Claims 1-23, without prejudice.**

**Please add New Claims 24-35 as follows:**

24. (New Claim) A liquid crystal display device having:

a display panel in which are formed at least a plurality of column lines arranged in parallel to one another, a plurality of row lines arranged in parallel to one another in a direction in which the row lines intersect the column lines, and pixels provided corresponding to intersecting points of the column lines and the row lines;

a column line driver for supplying a data signal to the column lines; and

a row line driver for supplying a select signal to the row lines.

the liquid crystal display device comprising:

a display control section for supplying an image signal and a control signal to the column line driver, while supplying a control signal to the row driver, thereby controlling image display operation to the display panel;

black display signal generating means for generating a black display signal for displaying a black image at the pixels; and

a selector switch provided in the column line driver for switchedly selecting when in operation alternately between a data signal based on an image signal derived from the display control section and a black display signal derived from the black display signal generating means, wherein

the display control section selectively outputs a control signal for a first display mode or a control signal for a second display mode, such that in the first display mode, the selector switch is in operation and the control signal for making the row lines sequentially selected is supplied to the row line driver, where the select signal is supplied to the  $n$ th ( $n$ : a positive integer) row line while the data signal is selected by the selector switch, and where the select signal is supplied to at least one of the row lines other than the  $n$ th row line while the black display signal is selected by the selector switch, and such that in the second display mode, the selector switch is not in operation and a black display signal supply operation is not performed.

25. (New Claim) The liquid crystal display device according to claim 24, wherein

the row lines are divided into  $L$  (where  $L$  is a positive integer) blocks on an  $m$ -line ( $m$ : a positive integer) basis; and

the row line driver comprises  $L$  partial row line drivers for supplying a select signal to row lines of each block.

26. (New Claim) The liquid crystal display device according to claim 24,  
wherein

the control signal from the display control section to the  
column line driver includes a switching control  
signal for controlling switching operation performed  
by the selector switch; and

the switching control signal makes the select time of the  
data signal longer than the select time of the black  
signal display.

27. (New Claim) The liquid crystal display device according to claim 24,  
wherein

the control signal from the display control section to the  
column line driver includes a switching control  
signal for controlling the switching operation  
performed by the selector switch; and

the switching control signal makes the select time of the  
data signal and the select time of the black display  
signal equal to each other.

28. (New Claim) The liquid crystal display device according to claim 24,  
wherein

the control signal from the display control section to the  
row line driver includes a discriminant signal for  
discriminating whether it is a black display signal  
supply period during which the black signal is  
supplied; and

based on the discriminant signal, the row line drive supplies the select signal to the  $(n+m)$ th to  $(n+m+k-1)$ th row lines ( $m, k$ : a positive integer) during the black display signal supply period.

29. (New Claim) The liquid crystal display device according to claim 28,

wherein

the control signal from the display control section to the row line driver includes a scan start signal, and

wherein

the row line driver comprises:

a shift register having a plurality of latch circuits;  
and

scan start signal supplying means for supplying the scan start signal to the first latch circuit of the shift register during a data signal supply period, and also supplying the scan start signal to continuous  $k$  latch circuits starting from the  $m$ th latch circuit of the shift register during a black display signal supply period.

30. (New Claim) The liquid crystal display device according to claim 29,

wherein

the scan start signal supplying means is enabled to change the latch circuit number " $m$ " and the number of latch circuits " $k$ " for the black display signal supply period.

31. (New Claim) The liquid crystal display device according to claim 30,  
further comprising:

supply control means for controlling the operation of the  
scan start signal supplying means, and  
the supply control means outputs a control signal for  
setting the latch circuit number "m" to the scan start  
signal supplying means based on a scan-start-position  
designating signal from external.

32. (New Claim) The liquid crystal display device according to claim 24,  
further comprising:

a signal-use reference power supply for setting a voltage  
of a data signal supplied from the column line driver,  
wherein  
the voltage of the signal-use reference power supply is  
changeable between the first display mode and the  
second display mode.

33. (New Claim) The liquid crystal display device according to claim 24,  
further comprising:

motion picture/still picture discriminating means for  
monitoring data of the same position on a screen based  
on an image signal derived from the display control section,  
thereby discriminating whether a picture based on the  
image signal is a motion picture or a still picture, and  
outputting a command signal representing a result of the  
discrimination to the display control section, wherein,

the display control section selectively outputs the control signal for the first display mode or the control signal for the second display mode in response to the command signal.

34. (New Claim) The liquid crystal display device according to claim 24, further comprising:

a backlight for illuminating the display panel from its rear side; and

backlight adjusting means for switching brightness of the backlight between the first display mode and the second display mode according to the command signal.

35. (New Claim) The liquid crystal display device according to claim 24, wherein

the black display signal generating means is a black display signal use power supply, and

the voltage of the black display signal use power supply is changeable.

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